

ABSTRACT

Arifah, Wiwik Fitriyatul. 2012, Thesis. Entitled: "The Promotion Mix Strategy Increasing Number of Candidates for Members of the Cooperative BMT-UGT (Baitul Maal wat Tamwil Combined-Integrated Enterprises) Sidogiri Malang branch".

Advisor : Dr. H. Salim Al Idrus, MM., M.Ag

Key Words: Mix of Promotion, Cooperative.

Promotion mix is a specific blend of advertising, sales promotion, public relations, personal selling, direct marketing and the company which use to persuasively communicate customer value and build customer relationships Philip Kotler and Gary (2006) "BMT-UGT Sidogiri Branch Malang" As a cooperative institution Shariah is relatively new, the name of each foreign BMT in the ear so that the number of candidates for BMT is still limited to people who have lived near the BMT alone, the Company is required to be able to use appropriate strategies to increase the number of prospective members. It see the from phenomenon that occurs researcher interested in taking the title of "Promotion Mix Strategies in Increasing Number of Candidates for the BMT-UGT Sidogiri Branch Malang".

The purpose of this study is to determine the promotional mix strategies used in the BMT-UGT increase the number of prospective members and the implications of the strategy used, the study used is a qualitative descriptive method. Data from this study are obtained by conducting interviews, observations, and documentation.

These results indicate that the promotion mix strategy used BMT-UGT by using media advertising and sales brochures come face to face with the customer directly. And the implications of the BMT strategies are implemented to increase the number of Candidates for the 2008-2009 year every year ie 20%, 40% Year 2009-2010, and 2010-2011 of 41%. so that advertising and selling face

to face is right strategy in increasing the number of candidates for BMT-UGT Sidogiri Malang branch.